

CLAIM

1. A computer system for managing advertisements for use in an interactive electronic television program guide (IPGs) comprising:

means for storing information regarding advertisements to be displayed on IPGs including one or more of the group of: times of day of ad display, duration of ad displays, location of ad displays, days of week of ad displays, television programs broadcast at or about the time of ad display; rotation rate for ads, number of ads being rotated with the ad, memory required for storage of ad at IPG location, payment rates for ads;

means for calculating the distribution of advertisements based on the information stored in said means for storing; and

means for distributing advertisements to IPGs based on the output of the means for calculation.